THE LISA 2 FAMILY

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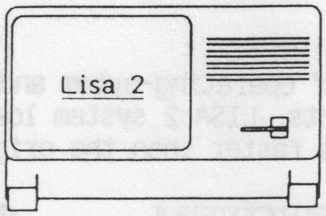
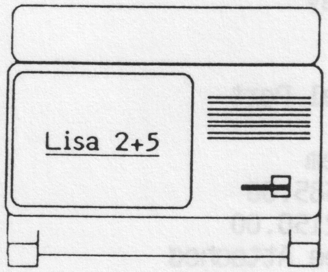
INFORMATION ON THE NEW LISA 2 FAMILY

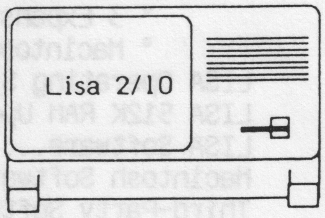
Lisa 2: The Basic System



Lisa 2+5: Low-Cost Lisa with External Hard Disk



Lisa 2/10: Extra-Capacity Lisa



FROM: **PROFESSIONAL COMPUTER CENTRE**

525 7TH AVE. S.W.

CALGARY, ALBERTA T2P 3S8

(403)249-7768

LISA 2 OFFICE SYSTEM

THE BASIC SYSTEM:

- 1/2 MB of Main Memory (RAM)
- Built-in 400K 3 1/2" Microdisk Drive
- 12" Bit-mapped black/white display
- Detachable Keyboard with Numeric Key Pad
- Expandable (2 built-in Serial Ports, 1 Parallel Port, 3 internal Expansion Slots)
- **Runs Macintosh Software**
- With hard-disk drive, runs LISA Applications from third-party developers, and runs under UNIX™ and MS-DOS™ (future) Operating Systems.
- With hard-disk drive and 1MB of RAM, run LISA Office System applications.

WHO NEEDS A LISA 2:

- Managers and professionals with more intense computing needs, such as larger spreadsheets or data bases.
- Small businesses and developers requiring a computer with a very large memory
- Business people who anticipate needing a hard-disk drive in the future.

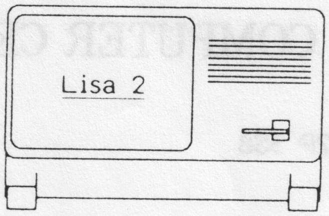
Faster Performance:

- Because of operating-sytem and disk performace enhancements, LISA 2 system loads and saves documents 50 to 200% faster than the original LISA.

PRICING: LISA 2 SYSTEM.............$4995.00

- 1/2MB RAM
- Built-in 400K 3 1/2" Microdisk Drive
- 12" Bit Mapped B/W Display
- Mouse
- Detachable Keyboard
- 2 Serial Ports, 1 Parallel Port
- 3 Expansion Slots
- Macintosh Operating System

LISA Operating System:.........$385.00
LISA 512K RAM Upgrade:.........$2150.00
LISA Software...................See Attached
Macintosh Software:............See Attached
Third-Party Software:Please Ask Sales Representative



LISA 2+5 OFFICE SYSTEM

THE BASIC SYSTEM:

- Offers all the features of the LISA 2
- 1/2 MB of Main Memory (RAM)
- Built-in 400K 3 1/2" Microdisk Drive
- 12" Bit-mapped black/white display
- Detachable Keyboard with Numeric Key Pad
- Expandable (2 built-in Serial Ports, 1 Parallel Port, 3 internal Expansion Slots)
- Plus an External 5 MB hard-disk drive
- Runs applications from third-party developers, and software under UNIX™ and MS-DOS™ (future) operating systems (O/S).
- Run LISA Office System applications with 1MB RAM and LISA O/S
- Runs Macintosh Software with Macintosh O/S

WHO NEEDS A LISA 2+5:

- Business people needing a low-cost hard-disk system to run Macintosh or LISA Office System software
- Small Businesses requiring a single-user system
- Pascal, Basic-Plus, and Cobol developers satisfied with a 5 MB hard-disk drive.

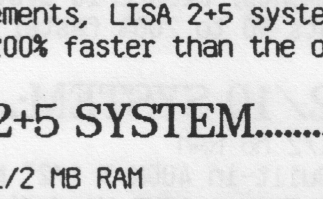
FASTER PERFORMANCE:

- Because of operating system and disk performance enhancements, LISA 2+5 system loads and saves documents 50 to 200% faster than the original LISA.

PRICING: LISA 2+5 SYSTEM........$6495.00

° 1/2 MB RAM
° Built-in 400K 3 1/2" Microdisk Drive
° External 5 MB Hard-disk
° 12" Bit Mapped B/W Display
° Mouse
° Detachable Keyboard
° 2 Serial Ports, 1 Parallel Port
° 3 Expansion Slots

LISA Operating System:.........$385.00
LISA 512 RAM Upgrade:..........$2150.00
LISA Software..................See Attached
Macintosh Software:............See Attached
Third-Party Softwar:Please Ask Sales Representative



LISA 2/10 OFFICE SYSTEM

THE BASIC SYSTEM:

- 1/2 MB of Main Memory (RAM)
- Built-in 400K 3 1/2" Microdisk Drive
- 12" Bit-mapped black/white display
- Detachable Keyboard with Numeric Key Pad
- Expandable (2 built-in Serial Ports 3 internal Expansion Slots)
- Plus an Internal 10MB hard-disk drive
- Runs applications from third-party developers, and software under UNIX™ and MS-DOS™ (future) operating systems (O/S).
- Runs LISA Office System applications with 1MB RAM and LISA O/S
- Runs Macintosh Software with Macintosh O/S

WHO NEEDS LISA 2/10:

- Professionals requiring extra storage capacity, for very large data bases, for example, or using the system very often and thus requiring top performace and integration
- Small Businesses requiring a multiuser system with average disk capacity or a single-user system with large disk requirements.
- Developers requiring 10MB hard-disk drive.

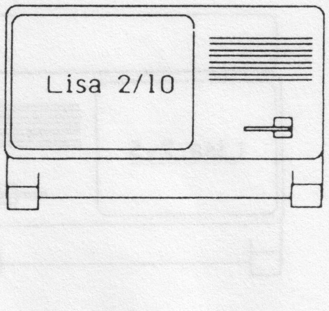
FASTER PERFORMANCE:

- Because of operating system and disk-performance enhancements, LISA 2/10 system loads and saves documents 50 to 200% faster than the original LISA.

PRICING: LISA 2/10 SYSTEM:....$7995.00

- 1/2 MB RAM
- Built-in 400K 3 1/2" Microdisk Drive
- Internal 10MB Hard-disk
- 12" Bit Mapped B/W Display
- Mouse
- Detachable Keyboard
- 2 Serial Ports
- 3 Expansion Slots

LISA Operating System:.........	$385.00
LISA 512 RAM Upgrade:...........	$2150.00
LISA Software..................	See Attached
Macintosh Software:............	See Attached
Third-Party Software:	Please Ask Sales Representative



APPLE SOFTWARE

LISA Software:

° LISACALC	$385.00
° LISADRAW	$510.00
° LISAGRAPH	$385.00
° LISAWRITE	$385.00
° LISALIST	$255.00
° LISAPROJECT	$510.00
° LISATERMINAL	$385.00
° PASCAL	$760.00
° BASIC-PLUS	$380.00
° COBOL	$1280.00
° OTHER THIRD-PARTY: Please ask Sale Representative	

There are over 200 LISA applications that will be available on 3 1/2" disks. The software is built on Office System Version 2.0, which supports international data formats and menus, contains bug fixes from Operating System Version 1.0. and *doubles the speed of disk based operations.*

MACINTOSH Software:

° MACWRITE & MACPAINT	$250.00
° MACTERMINAL	TBA
° MACPROJECT	TBA
MACDRAW	TBA
° BASIC	TBA
° PASCAL	TBA
° LOGO	TBA
ASSEMBLER/DEBUGGER	TBA

THIRD-PARTY SOFTWARE: MICROSOFT

° BASIC	TBA
° MULTIPLAN	TBA
° CHART	TBA
° WORD	TBA
° FILE	TBA
° BUDGET	TBA
° FINANCIAL STATEMENT	TBA
° CASH PLAN	TBA

There are over 150 MACINTOSH applications that will be available on 3 1/2" disks. The software can also be used on the LISA with a MACINTOSH Operating System. Please see the MAC PAC for additional Software vendors that are creating software for the MACINTOSH.

ACCESSORIES & PERIPHERALS

- Apple Imagewriter DMP w/MAC Access. Kit	$825.00
- Apple Letter Quality Printer (LISA Only)	$2995.00
- MAC Keypad	$185.00
- MAC Carrying Case	$155.00
- MAC Security Kit	$75.00
- MAC Disks (10)	$70.00
- 5MB Hard Disk (LISA Only)	$2595.00
- 10MB Internal Hard Disk (LISA Only)	TBA
- Parallel Interface Board (LISA Only)	TBA
- Apple Modem (300 or 1200)	TBA
- Apple Cluster Controller	TBA
- Appleline coax adapter Unit	TBA
- Applebus	TBA

Lisa

Competitive Analyses

Lisa vs. the IBM PC

How do the Lisa 2 systems stack up against the IBM PC and IBM PC-XT?

More power. The 32-bit power of the Lisa 2 systems overshadows the 16-bit power of the IBM computers. And Lisa comes standard with 1/2 MB of main memory--expandable to 1 MB.

Easier to learn and use. Lisa's user interface (the desktop metaphor) and cut-and-paste integration create a system that is much easier to learn and use than IBM's.

Lots of software, including unique applications. In addition to the seven integrated Lisa Office System applications, Lisa runs Macintosh and UNIX software. Later in 1984, Lisa will also run MS-DOS software. And applications such as LisaDraw and LisaProject are not available for IBM products.

Data communications. LisaTerminal may well be the best terminal emulator on the market for asynchronous communications, as well as for synchronous communications via the Apple Cluster Controller or AppleLine coax adapter unit.

Competitive price. Our new prices for the three Lisa 2 products make them very competitive with IBM's products.

Lisa Technology. Lisa Technology enables users to be more productive, generate higher-quality results, and perform a wider variety of tasks than they can with IBM products and conventional technology.

Lisa vs. the IBM PC-XT with 1-2-3 ™. For more detailed information, please see the competitive analysis sent in your dealer mailing or contact your Apple Rep.

- The Lisa solution costs less.
- Lisa's applications are much easier to learn and use than those of 1-2-3.
- Because of Lisa's greater memory capacity, its applications can handle up to 5 times more information than 1-2-3.
- Lisa's graphics aren't limited to conventional line, bar, and pie graphs.
- With Lisa, there's no disk swapping.
- Lisa has higher-quality text and graphics printing.

Lisa vs. the IBM PC-XT with Visi On ™. For more detailed information, please see the competitive analysis sent in your dealer mailing or contact your Rep.

- The Lisa solution costs much less.
- Visi On is text oriented and has limited graphic capabilities. (For instance, applications such as LisaProject are not available with Visi On.)
- Visi On's user interface is cumbersome and slow (for example, it takes four operations just to resize a window).
- Visi On's mouse has two buttons, which can cause confusion, and requires seven times the desk space of Lisa's mouse.
- Seven Apple applications and many third-party applications are now available for Lisa; only three Visi On applications are planned.